****

**PRESS RELEASE**

**Mr. Gildo Zegna in Conversation at the 5th Workshop of Crafting Luxury and Lifestyle Businesses, IIM Ahmedabad (CLLB@IIMA)**

**December 9, 2017 | Ahmedabad**

The participants of the fifth workshop on Crafting Luxury and Lifestyle Businesses (CLLB) at IIM Ahmedabad got a lifetime opportunity of interacting with Mr. Gildo Zegna on December 9, 2017. As Chief Executive Officer of Ermenegildo Zegna and the great-grandson of the founder, Mr. Gildo Zegna oversees the interests of the largest men’s luxury brand in the world in its bespoke ready-to-wear, luxury casual wear and accessories line as well as its textile production division.

While speaking at the workshop Mr. Zegna elaborated upon his company’s journey of being regarded as a respected and conscious luxury brand. He enlightened the students by sharing his experiences on family business and how to build a successful global. His thoughts are very much aligned with the ethos of CLLB which promotes true meaning of luxury that creates global influence thorough a conscious use of heritage.

*Mr. Gildo Zegna, CEO, Ermenegildo Zegna brand said, “My grandfather used to say ‘Big families make big companies and big companies make big families. It’s been an honor to be guest of IIM Ahmedabad and get the opportunity to share such values and history of the three generations that built the brand Ermenegildo Zegna.”*

Anchored by a live project, CLLB is a learning experience for young entrepreneurs who wish to explore new meanings of 'luxury', are deeply convinced about Indian heritage and wish to build strong, sustainable global businesses that respect artisanal craftsmanship. *“The aim of CLLB@IIM, Ahmedabad is to rekindle the energy and ability of various stakeholders including entrepreneurs, government, development organisations, impact funds and corporate organisations, who are committed to artisanal transformation. The workshop imparts entrepreneurial and managerial education for catalyzing market connectivity for artisanal products and services”, said Prof. Piyush Kumar Sinha, Faculty and Workshop Coordinator, IIMA.*

Besides CLLB, IIMA has conducted programmes for the Handloom and Handicraft sector at the behest of the Ministry of Textiles under the aegis of DC, Handlooms. *“CLLB is a collaborative effort of IIMA faculty, alumni, other academic institution in the domain of lifestyle and luxury and mentors from industry. Zegna brand with no visible logo to flaunt and yet patronized by consumers all over the world for the intrinsic values of its impeccable product is true luxury as espoused by CLLB”, opined Anchal Jain, Workshop faculty Coordinator.*

Details of the CLLB are available at <https://web.iima.ac.in/CLLBatIIMA/>

- End of Text-

**About Indian Institute of Management Ahmedabad (IIMA)**

Established in 1961, the Indian Institute of Management, Ahmedabad (IIMA) is recognized globally for excellence in management education. One of the top management schools in the world, IIMA educates leaders of the enterprises.The Institute’s strategic priorities include: strengthening connection with its various constituencies, including academics, practitioners, alumni, and the community; nurturing a high performance work environment of stretch, autonomy, and teamwork; and strategic growth while maintaining emphasis on quality.

As per the latest ranking by *The Economist*, IIMA is No. 1 School in the world on the parameter of opening up new career opportunities for students. The flagship Post Graduate Programme (PGP) is ranked 16th in the *Financial Times* Masters in Management Ranking 2016. As per the *Financial Times’* Global MBA Ranking 2016, IIMA’s Post Graduate Programme for Executives (PGPX) is ranked 24th in the World. IIMA has been ranked as #1 Management institute as per the National Institutional Ranking Framework (NIRF) rankings of Ministry of Human Resource Development, Government of India.

**IIMA MEDIA CONTACTS**

|  |  |
| --- | --- |
| **Mr. Deepak Bhatt**Manager, CommunicationsEmail: mngr-comm@iima.ac.inPhone: +91-79-66324683 | **Ms. Mitaaly Naidu**PR Executive, CommunicationsEmail: pr@iima.ac.inPhone: +91-79-66324684 |